

Java at AOL: Support it, or Run with it?

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DRAFT presentation

Java as Platform

- ◇ Estimated to be in 80% of Web Browsers soon
- ◇ Allows applications to be delivered to those users
- ◇ Java is currently very popular

Java helps with a current problems

- ◇ **Updating clients in the field**
- ◇ **Leveraging 3rd party developers**
- ◇ **Getting Internet users to use AOL**

The Java Opportunity

- ◇ Technical Migration path from current clients
- ◇ Market opportunity to XMillion Internet users
- ◇ Leverage ISP's user bases for our service

Java Tactics

- ◇ We have implemented several Java applets as tests: So far so good
- ◇ Build corporate relationship with Sun
- ◇ Build Java expertise inhouse:
 - ◇ Implement AOL client in Java as test
- ◇ Design and build Internet Service that is worth paying for (with or without dialup access)